

## List of Activities by Project – 2008-2009

<b>Project:</b>	Advocacy
<b>RML Goal:</b> Develop collaborations among Network members and other organizations to improve access to and sharing of biomedical information resources throughout the nation	
<b>Goal:</b> Pursue and maintain collaborations with Network Members and other organizations including community-based organizations representing minority and other underserved populations to achieve the goals of outreach to health professionals and the public	
<b>Outcome:</b> Increased number of proposals from the region are submitted to NLM, NN/LM and other sources	
<b>LM_Activity:</b> Provide consultation for network members as they prepare project proposals; review funding sources, feasibility of project, support required, potential partnerships	
<b>Background:</b> Yr 1-5: Follow Grants.gov progress to keep abreast of funding opportunities as consultation service; Yrs 2-5: In the NDI surveys, ask if network members have submitted proposals for NLM or NNLM awards; Yrs 2-5: Promote consultation service through articles in newsletters, posters and presentations that demonstrate successful partnerships between network members and CBOs; Website will include information on consultation services; consult with members and other organizations considering pursuing project funding or project design; Yr 3: Grant training workshop will be offered, with priority given to Network members, open to all	
<b>Indicator:</b> All liaisons will report at least one consultation with network members on project proposals	
<b>RML Goal:</b> Develop tools and conduct evaluation activities to understand how the products and services of the NN/LM and NLM contribute to improved access to health information by health professionals, community organizations, network members and the public	
<b>RML Goal:</b> Develop, promote, and improve electronic access to health information by Network members, health professionals, and organizations providing health information to the public	
<b>Goal:</b> Support programs to improve the transfer of health care and biomedical information within Network members institutions and through their participation in the Network	
<b>Outcome:</b> NLM funded projects are used when designing regional projects and activities	
<b>LM_Activity:</b> Identify NLM or other extramurally funded projects in which libraries have a role that can serve as a program model that can be incorporated into regional programming	
<b>Background:</b> Yrs 3-5: Announcement on NLM funded projects comes out in October; Use LibSuccess.org or similar online site as a resource for promoting the library role in the funded project. The state liaison will contact appropriate recipient of NLM or other fun	
<b>Indicator:</b> Two extramural funded projects are promoted to the region by the funded library	
<b>RML Goal:</b> Promote awareness of, access to, and use of biomedical information resources for health professionals and the public, with a particular emphasis on contributing to the Healthy People 2010 goal of eliminating health disparities	
<b>Goal:</b> Implement an NN/LM Library Improvement Program for those hospitals that have an MLS librarian providing library services to the institution	
<b>Outcome:</b> Hospital librarians will have materials available to use in advocating for the library within the	

institution

**LM\_Activity:** Identify, recommend, develop and distribute library advocacy materials for use by hospital librarians in the MCR

**Background:** Yrs 3-5: Develop and post on the MCR website a list of recommended activities and practices to emphasize the value of the hospital library to the institution; Identify and recommend materials for additions to netLibrary and actively promote netLibrary to membership; Provide education materials for hospitals librarians for business practices in the hospital setting; Include question about advocacy materials in NDI.

**Indicator:** 75% of NDI respondents who used advocacy materials would recommend them to others.

**LM\_Activity:** Provide education materials for hospital librarians for marketing and promotion of the hospital library

**Background:** Yrs 2-5: Identify and recommend materials for additions to netLibrary and actively promote netLibrary to membership Yr 3: Organize display of member marketing materials and strategies for MCMLA yearly. Offer a prize for the best display. If a hospital does not have brochures for example, but has a distinct plan to share, they can create a poster displaying their program Yrs 3-5: Consult with members of the marketing classes, and request that they publish the results of their study in Plains to Peaks Post; Yr 4: Develop packets of resources on various business subjects to be linked from the MCR web site.(ie business planning, ROI, organizational change). Yr 4: Materials will also be made available from the NTCC Educational Clearinghouse Yr 5: Utilize (update if appropriate) the class for hospital librarians including material on assessment, evaluation, and financial practices. Consider video broadcast and web streaming for presentation of class across the region; Objectives for this class Yr 5: Organize display of member marketing materials and strategies for MCMLA yearly. Offer a prize for the best display. If a hospital does not have brochures for example, but has a distinct plan to share, they can create a poster displaying their program

**Indicator:** Two talking points resources for librarians to use with their administrators are developed and shared with network members

**LM\_Activity:** Provide resources for hospital librarians for marketing and promotion of the hospital library

**Background:** Yrs 2-5: Identify and recommend materials for additions to netLibrary and actively promote netLibrary to membership Yr 3: Organize display of member marketing materials and strategies for MCMLA yearly. Offer a prize for the best display. If a hospital does not have brochures for example, but has a distinct plan to share, they can create a poster displaying their program Yrs 3-5: Consult with members of the marketing classes, and request that they publish the results of their study in Plains to Peaks Post; Yr 4: Develop packets of resources on various business subjects to be linked from the MCR web site.(ie business planning, ROI, organizational change). Yr 4: Materials will also be made available from the NTCC Educational Clearinghouse Yr 5: Utilize (update if appropriate) the class for hospital librarians including material on assessment, evaluation, and financial practices. Consider video broadcast and web streaming for presentation of class across the region; Objectives for this class

**Indicator:** 4 librarians from the region will publish the results of their marketing study and resulting promotional programs in Plains to Peaks Post

**Indicator:** Display of marketing materials from member libraries is presented at MCMLA

**Outcome:** Members of the MCR will have documented evidence of the value of information to health science institutions in the six state region

**LM\_Activity:** Implement study on the impact of library-provided information in health related institutions in the MCR

**Background:** Yrs 2: Continue work begun on study design, including designing database for data collection. Recruit partners for study (partners will reflect the various types of institutions within the region, i.e. academic; hospital---small, medium and large---urban, suburban or rural --- ; AHEC, etc.); Implement the study across the region; Yrs 2-3: Continue and promote the study; Yr 4: Analyze data collected during implementation; Yr 5: Publish study results

**Indicator:** Institutions participating in the study begin collecting data